



## MEMORANDUM

**TO:** ARCHITECTURAL REVIEW BOARD  
**FROM:** Kate Schwartz, Historic Resources Planner  
**DATE:** April 11, 2016  
**SUBJECT:** Certificate of Appropriateness for sign installation at 610 Caroline Street

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### ISSUE

Michael Ellis requests a Certificate of Appropriateness to install a building-mounted sign, window decal, and projecting sign for the Fredericksburg Brew Exchange business.

### RECOMMENDATION

Approval of the Certificate of Appropriateness for the request as submitted.

### APPLICABLE HISTORIC DISTRICT DESIGN GUIDELINES

Sign Guidelines (Historic District Handbook, pg.117-118)

1. A sign should fit the architecture of its building and not obstruct defining elements.
2. The number of signs should be compatible with the building and should not cause visual clutter.
3. The size of each sign and the total area of signs should match the character of the building and of the Historic District. Exact sign allowance should be verified with the Planning Office.
4. Sign design and graphics should be coordinated with the character of the building and the nature of the business.
5. Materials should relate to the building. Traditional sign materials include wood, glass, raised individual letters, and painted letters on wood or glass.

### BACKGROUND

The structure at 610 Caroline Street is a c.1830 Federal-style commercial building, two-and-one-half stories in height and constructed of brick. This building is identified as contributing to the historic district. The applicant proposes to install three signs for the Fredericksburg Brew Exchange business.

- A wall-mounted sign, with dimensions of 84 inches by 30 inches, will be constructed of painted wood with vinyl graphics applied. This sign will be attached between the first and second stories in approximately the same location as an existing sign. The sign will be attached through the mortar joints on the building.
- A projecting sign will also be constructed of painted wood with vinyl graphics applied. The sign is shaped like a beer growler bottle and is sized approximately 15 inches x 24 inches. The sign will hang from an existing bracket above the entry door.

- A window decal, sized 18.5 inches x 15 inches will be applied to the glass in the upper half of the entry door.

The sign allowance for this property is based on 15.63 linear feet of building frontage. The sign allowance is calculated as follows:

$$15.63 \text{ linear feet} \times 1.5 = 23.44 \text{ square feet}$$

Sign Type	Dimensions	Area (square feet)
Wall-Mounted Sign	84 inches x 30 inches	17.5
Projecting Sign	15 inches x 24 inches	2.5
Window Decal	18.5 inches x 15 inches	1.925
<b>Total</b>		<b>21.93</b>

The total area of the signs proposed is 21.93 square feet which is under the allowance for this site of 23.44 square feet. The signs proposed are compatible with the structure, do not obstruct character-defining features, and the materials are appropriate for the both the building and the historic district. Staff finds that the sign installation will not have an adverse impact on the historic character of the structure.

#### **APPROVAL CRITERIA**

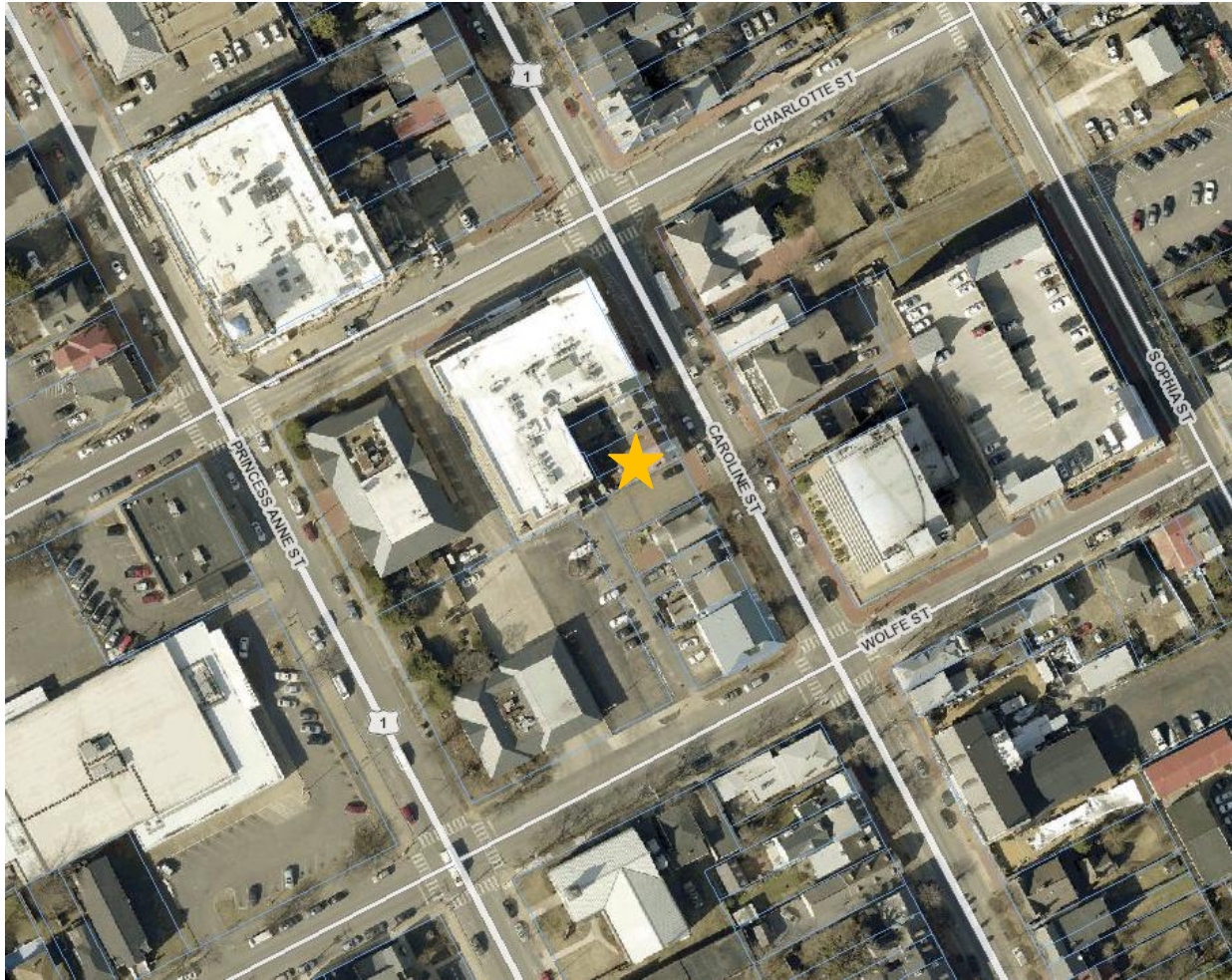
Criteria for evaluating proposed changes are found in City Code Section 72-23.1.D.2 and are based on the United States Secretary of the Interior's Standards for Rehabilitation.

<b>S</b>	<b>D</b>	<b>NA</b>	<b>S – satisfies    D – does not satisfy    NA – not applicable</b>
		X	(1) Every reasonable effort shall be made to provide a compatible use for a property by requiring minimal alteration of the building, structure, or site and its environment, or by using a property for its originally intended purposes.
X			(2) The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historical material or distinctive architectural features should be avoided when possible.
X			(3) All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no basis and which seek to create an earlier appearance shall be discouraged.
X			(4) Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.
X			(5) Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site shall be treated with sensitivity.

		X	(6) Deteriorated architectural features shall be repaired rather than replaced, wherever possible. If replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Replacement of missing architectural features should be based on historic, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.
		X	(7) The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken.
		X	(8) Every reasonable effort shall be made to protect and preserve archaeological resources affected by or adjacent to any project.
		X	(9) Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural, or cultural material, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood, or environment.
X			(10) Wherever possible, new additions or alterations to structures shall be done in such a manner that, if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.

## Attachments:

1. Aerial photograph showing property location
2. Photograph, existing front elevation
3. Plan, proposed sign installation provided by applicant



AERIAL





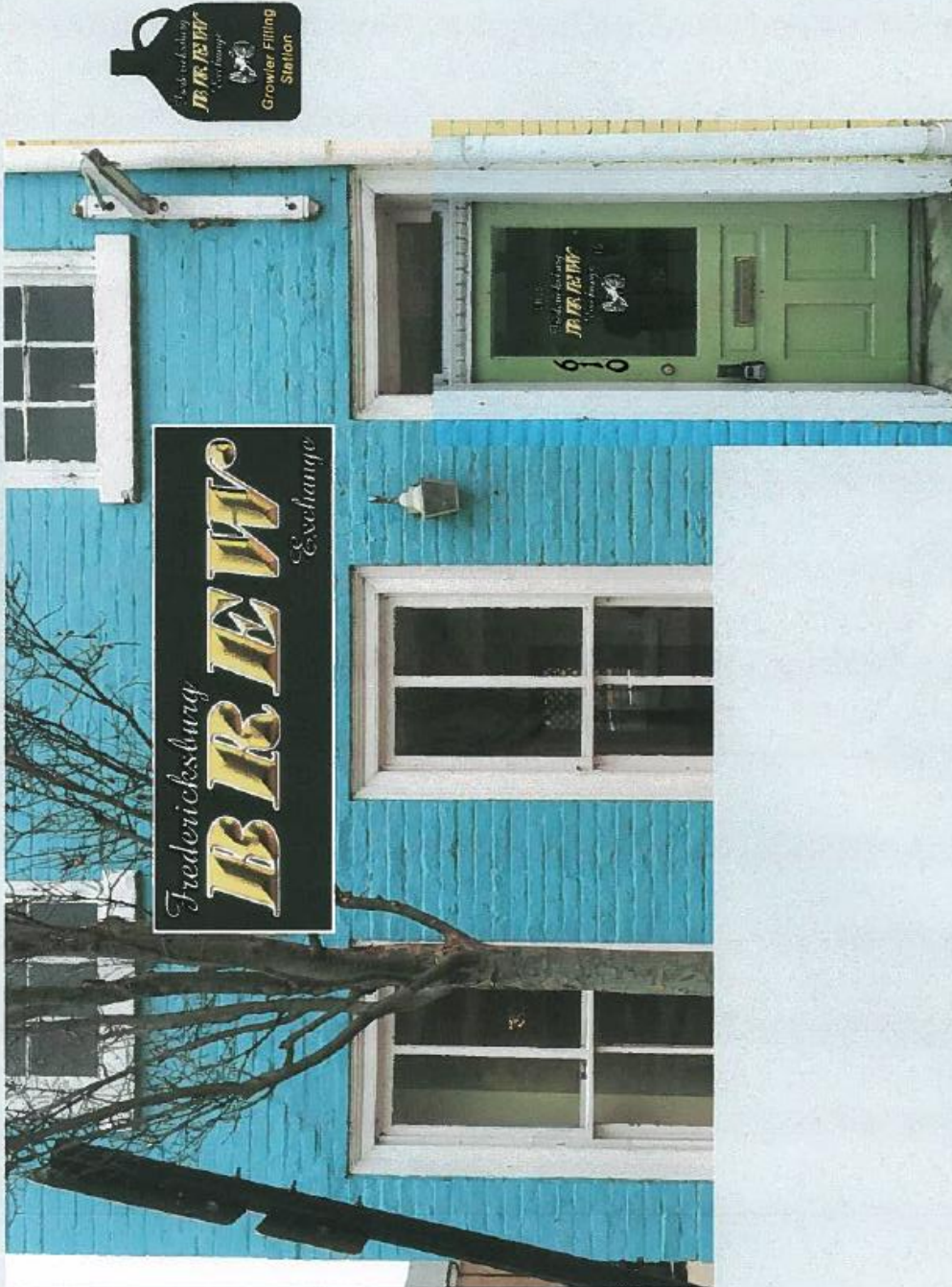
Existing Front Elevation (View looking west from Caroline Street)



Designer: **NDK 2/25/16**  
**DUE DATE: ASAP**

**Fredericksburg Brew Exchange\_ Building Sign, Window Decals, Hanging Sign**

- 84" X 30" Building Sign
- 18.5" X 15" Window Decals
- 15" X 24" Hanging Sign  
(two sided)



**PLEASE CHECK ALL SPELLING, GRAMMAR, EMAILS, WEBSITES & PHONE NUMBERS. Sign**  
 SIGNS FOR ANYTHING WILL NOT BE HELD RESPONSIBLE FOR ANY ERRORS AFTER THE PROOF ABOVE HAS BEEN APPROVED Here



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